

News Release



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Just In Time for Holiday Gift Giving

California State Parks Announces Golden Poppy Pass, A Better Value to Picnickers and Boaters

SACRAMENTO – California State Parks on Saturday will release a new, annual day use pass, the Golden Poppy Pass. For use in a select number of parks, it is designed to provide an incentive for visiting lesser used parks and an additional choice and better value for those who are frequent park visitors

"The Golden Poppy Pass provides great family entertainment at a better value," said Assemblyman Rick Keene, R-Chico. "I am pleased that State Parks has made this available for the frequent users who enjoy our local reservoirs and parks."

Assemblyman Keene pursued the creation of such a pass in response to residents in his district who felt a better value option was needed for frequent visitors. State Parks then took the idea statewide.

Many visitors, those who picnic often or are frequent boaters, use certain parks on a routine and frequent basis, oftentimes several times per week. This pass allows them a reduced price option that better suits their frequent park-use lifestyle.

In addition to providing a reduced price option, the new pass is also designed to increase attendance at some of the less attended, out-of-the-way parks. That incentive helps generate interest in those parks and it helps generate added revenue to help with ongoing park costs. It is a win-win solution that is good for park visitors and good for park revenues.

"There is beauty in the solitude of out-of-the-way parks that have gone undiscovered," said Director Ruth Coleman. "For frequent visitors, the Golden Poppy Pass provides an incentive to visit those parks and it provides another choice in the type of annual pass that best suits them."

The Golden Poppy Pass, at \$90 a year, provides parking and day use admission to 95 select parks and all reservoirs at a \$35 discount over the Annual Day Use Parking Pass. Previously, at some state park units a person would have to make 18 to 30 visits in order to realize a savings

on the \$125 pass. With the new Golden Poppy Pass, the number of visits before a savings is realized is reduced to a range of 13 to 23 visits.

The new pass is offered as an alternative to the \$125 Annual Day Use Parking Pass which will still be available for parking at more than 200 parks. The list of Golden Poppy Pass parks includes most inland parks, along with Seacliff State Beach and New Brighton State Beach.

A list of included and excluded parks is available online. The passes are available tomorrow for purchase, in time for holiday gift giving. Parks will begin accepting them for use on January 1. After that, the Golden Poppy Pass will be good for 12 months from the date of purchase.

The pass is for day use only and does not provide admission to museums or provide overnight stays at camp sites. Many State Parks offer free admission, so those are not on the list of included parks. Anyone interested in a particular park is encouraged to check the admission requirements online.

To learn more or to purchase a pass online from the California State Parks Store, starting Saturday, visit www.parks.ca.gov. Purchases may also be made by visiting or writing the Department Pass Program Office at 3930 Seaport Blvd., West Sacramento, CA 95691-3450.

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